

## Message Text

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PAGE 01     TEHRAN 12625 211149Z  
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SUBJ: PROPOSED GULF AND WESTERN INDUSTRIES IOGA  
      TRADE MISSION

REF: STATE 297293 AND PREVIOUS

1. WITH REGARD TO THE PROPOSED GULF AND WESTERN TRADE MISSION, IT SHOULD BE NOTED THAT A NUMBER OF MONTHS AGO GULF AND WESTERN BOARD CHAIRMAN BLUHDORN WAS DECLARED UNWELCOME IN IRAN BY THE MINISTERS OF CULTURE AND ARTS AND INFORMATION AND TOURISM. THESE UTTERANCES STEMMED FROM INJUDICIOUS COMMENTS ON IRAN BY MR. BLUHDORN IN THE COURSE OF NEGOTIATIONS OVER MOTION PICTURE PRICES, PARAMOUNT PICTURES BEING A GULF AND WESTERN SUBSIDIARY.

2. THE CONTINUING IMPACT OF THE ABOVE IS DIFFICULT TO ESTIMATE. THIS ASIDE, PRIMARILY FOR REASONS OF TIMING, THE POST RECOMMENDS THAT THE G&W MISSION NOT COME TO IRAN DURING THE PROPOSED TIME PERIOD. THE EMBASSY BELIEVES THAT THE MARCH 13-15 TIME FRAME SUGGESTED FOR THIS MISSION IS NOT CONDUCTIVE TO GOOD RESULTS. ALTHOUGH THE EXTENDED IRANIAN NEW YEAR HOLIDAY/TRAVEL SEASON WILL NOT YET HAVE BEGUN, MANY IRANIAN GOVERNMENT AND BUSINESS EXECUTIVES ARE FRANTICALLY CLEARING THEIR DESKS OF ACCUMULATED BUSINESS DURING THE PERIOD SO THEY CAN TAKE TIME OFF. ACCORDINGLY, THEY ARE  
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UNLIKELY TO WELCOME DISTRACTIONS. IN THIS CONNECTION AND FOR THE FOREGOING REASON, THE TRADE CENTER GENERALLY PREFERS NOT TO PROGRAM ANY IMPORTANT PROMOTION DURING THE PERIOD MARCH 8 - APRIL 2.

3. THE TRADE CENTER WILL BE IN THE MIDST OF CLEARING

EQUIPMENT FROM THE FEBRUARY 27-MARCH 3 COMMUNICATIONS EXHIBIT AT THE TIME THE MISSION IS SCHEDULED TO ARRIVE AND, WITH THE EXCEPTION OF THE CONFERENCE ROOM AND LOUNGE, WILL NOT BE AVAILABLE FOR USE AS OFFICE SPACE OR FOR AN OPENING RECEPTION.

4. GULF AND WESTERN'S MARKET DEVELOPMENT MANAGER, WHO SPENT TEN DAYS IN IRAN IDENTIFYING MARKET OPPORTUNITIES, UNDOUBTEDLY HAS ALREADY NARROWED DOWN THE LIST OF PRODUCT CATEGORIES TO A CONSIDERABLE DEGREE. A NUMBER OF THE G&W PRODUCT CATEGORIES LISTED SHOULD BE MARKETABLE HERE IN IRAN, AMONG THEM AUTOMOTIVE EQUIPMENT, A THEME WHICH WILL BE THE SUBJECT OF A MAJOR TRADE CENTER EXHIBIT THIS SUMMER. THE EMBASSY STRONGLY RECOMMENDS THE USE OF THIS PROMOTIONAL VEHICLE BY G&W LINE. SIMILARLY, MACHINE TOOLS, THE MORE SOPHISTICATED LINES OF WHICH WOULD SEEM TO HOLD PROMISE, WOULD BE BETTER PROMOTED VIA THE NOVEMBER NMTBA SOLO EXHIBITION IN TEHRAN. ENERGY AND PETROLEUM-RELATED EQUIPMENT AND SERVICES APPEAR PROMISING CATEGORY BUT HAVE A VERY NARROW SPECTRUM OF END-USERS--A LIMITING FACTOR AS REGARDS THE USE OF A TRADE MISSION.

5. WE ARE DUBIOUS THAT MARKET OPPORTUNITIES EXIST FOR THE SALE OF CONSUMER PRODUCTS, PUBLIC SAFETY SYSTEMS, DOMESTIC APPLIANCES AND BUSINESS MACHINES, AND FOR AIR CONDITIONING EQUIPMENT TO A SUFFICIENT EXTENT TO WARRANT MOUNTING A VERTICAL TRADE MISSION. MOST SUCH PRODUCTS SHOULD, HOWEVER, HAVE SOME SALES PROSPECTS.

6. AS A FINAL COMMENT, G&W MIGHT WISH TO PARTICIPATE IN  
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THE U.S. PAVILION OF THE TEHRAN INTERNATIONAL TRADE FAIR TENTATIVELY SCHEDULED FOR NEXT OCTOBER TO TEST MARKET APPLICABILITY FOR A WIDE RANGE OF PRODUCTS.  
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